

Independent Transportation Network[®]: A Local Solution with National Support

A Presentation to the
Committee on Aging, Texas State Legislature
Representative Elliott Naishtat, Chair

April 26, 2012

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President and Executive Director





Tom Wolf 1992

"I'M WORRIED ABOUT THEIR DRIVING... I THINK YOU SHOULD TALK TO THEM."

Overview—Finding Sustainability

- History of ITN Development— public & private investment
- An Affiliated National System—what does it mean?
- The Road to Affiliation —is ITN right for your community?



ITNAmerica—a non-profit, market approach to a pressing social need

ITNAmerica is the first and only national non-profit transportation network for America's aging population. The ITN model marries the power of information technology and the strength of local, grassroots support to create an efficient and financially sustainable solution to the transportation needs of seniors and their families. **ITNAmerica** imagines a day when all seniors will have access to transportation when they want it.

Safety and mobility for older people

- Highest fatal crash risk
- 88% of trips in private automobile
- Age related driving compensation
- Fewer than 3% of trips on public transit
- 54% of seniors live in communities without public transit

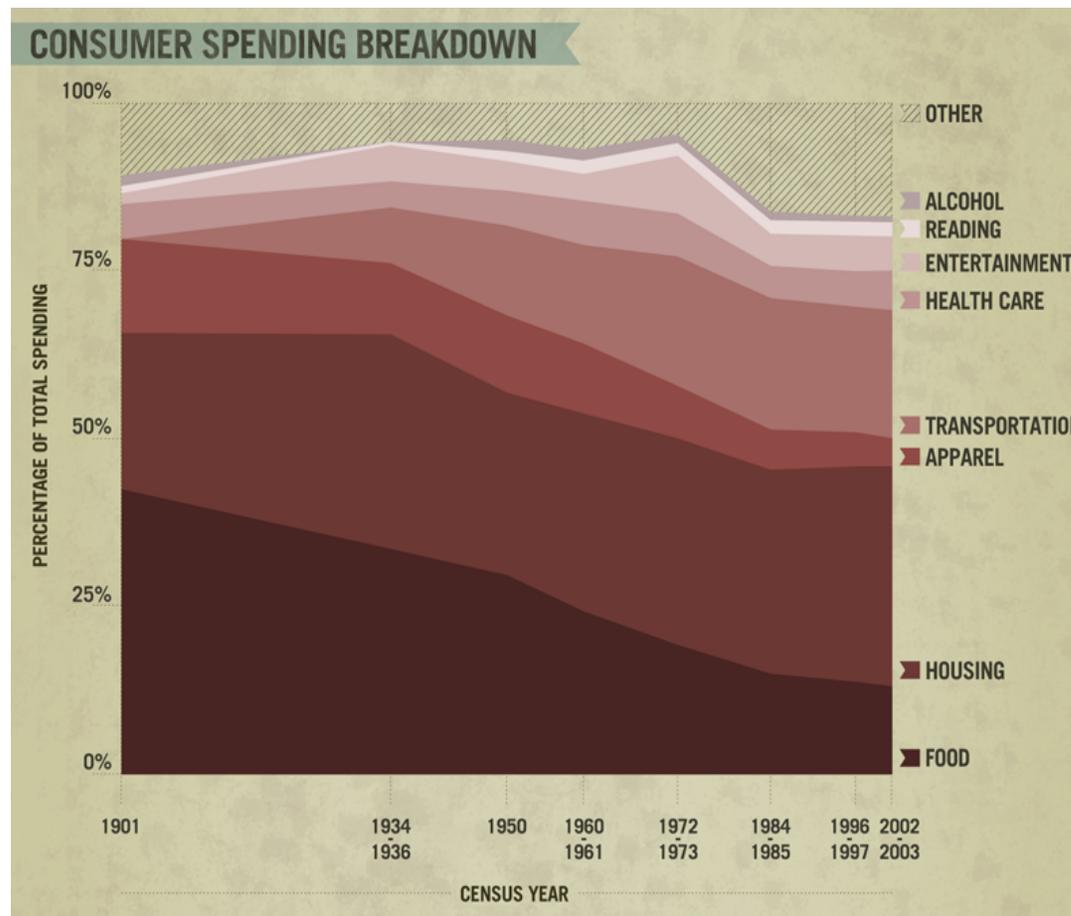
ITNAmerica[®]

First national non-profit transportation service for the aging population

- **1990-2002 Independent Transportation Network (ITN)[®]—Portland, ME**
 - **Sustainable model—Social entrepreneurship**
 - **R&D funds—TRB, AARP, FTA**
- **2003-2005 Business Plan & National Summit—Stone House, Maine**
 - **FTA & Atlantic Philanthropies**
- **2005-Present—National Rollout**
 - **23 ITN affiliated communities in 20 US states**
- **2008-Present—R&D**
 - **International development—Canada, Australia**
 - **Public Policy—50 state analysis**
 - **ITNEverywhere—a revolutionary approach to community transport**



One Hundred Years of U.S. Consumer Spending



Public & Private Dollars

(investment as of March 2012)

Public

ITNAmerica \$ 1,836,050

ITN Affiliates \$ 661,556

TOTAL: \$2,497,606

Private

ITNAmerica \$5,782,881

ITN Affiliates \$4,781,621

Ride revenue \$3,332,062

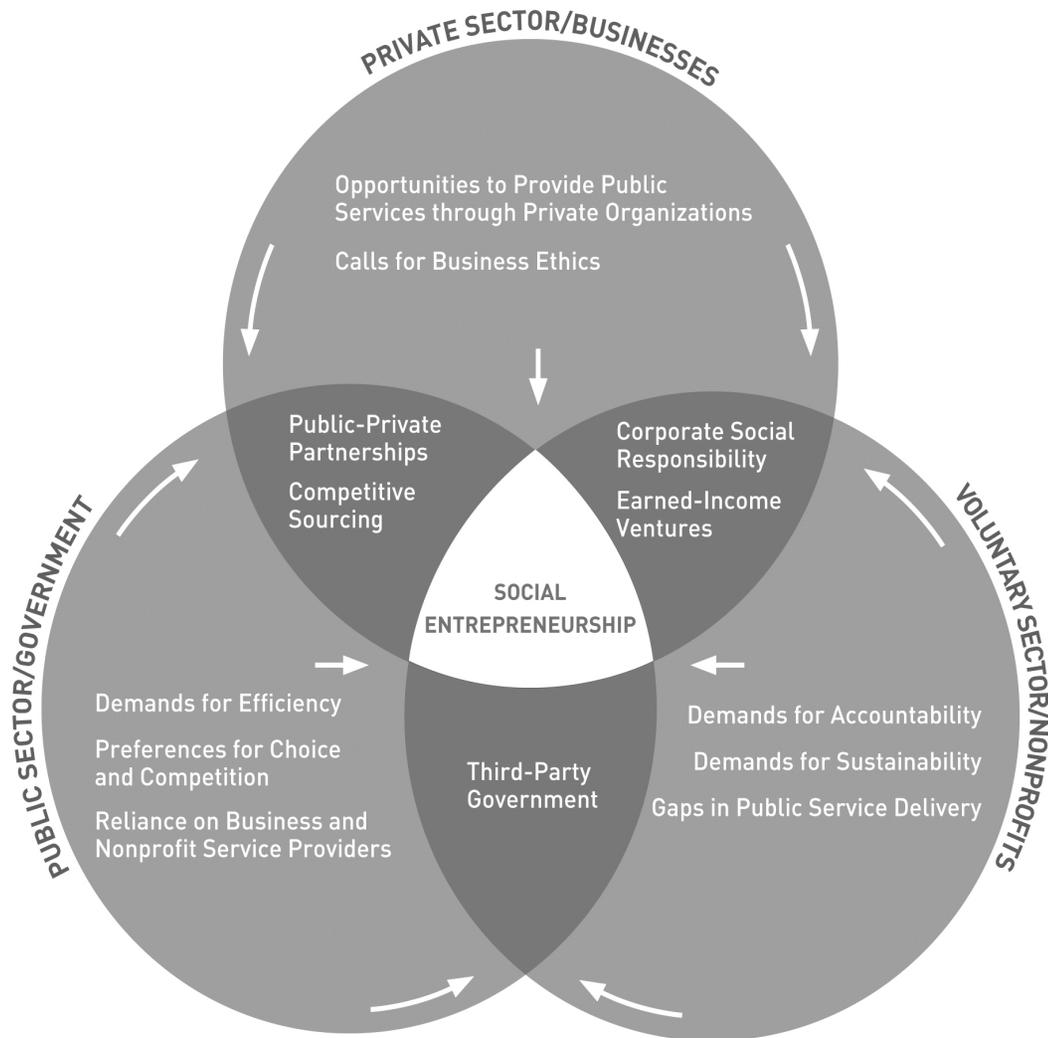
TOTAL: \$13,896,564

The Three Sectors: Traditional Economic & Social Responsibilities

- **Private Sector/Business**—utilize markets to exchange goods and services for profit; drive productivity and innovation
- **Public Sector/Government**—respond to market failure by providing public goods and services through redistribution
- **Voluntary Sector/Non-profits**—engage individuals in action to achieve social impact

Social Entrepreneurship Emerges at the Nexus

Andrew Wolk, Small Business Administration Report to the President, December 2007



Characteristics of an ITN Affiliate

- Core business innovations
 - Personal Transportation Account[™]
 - Flexible approach to resources
 - *CarTrade*[™]
 - Cash
 - Transportation Social Security[™]
 - Co-payments—Ride & Shop[™], Healthy Miles[™], Ride Services[™]
- Recreates private automobile ownership
 - Uses automobiles to provide rides 24 hours a day, 7 days a week;
 - Available for any purpose, without restriction to all ITN[®] members;
- Sustainable through fares from those who use the service and voluntary local community support, without the use of taxpayer dollars;
- Connected through common information system, brand, business model, systems

The Arithmetic of Sustainability

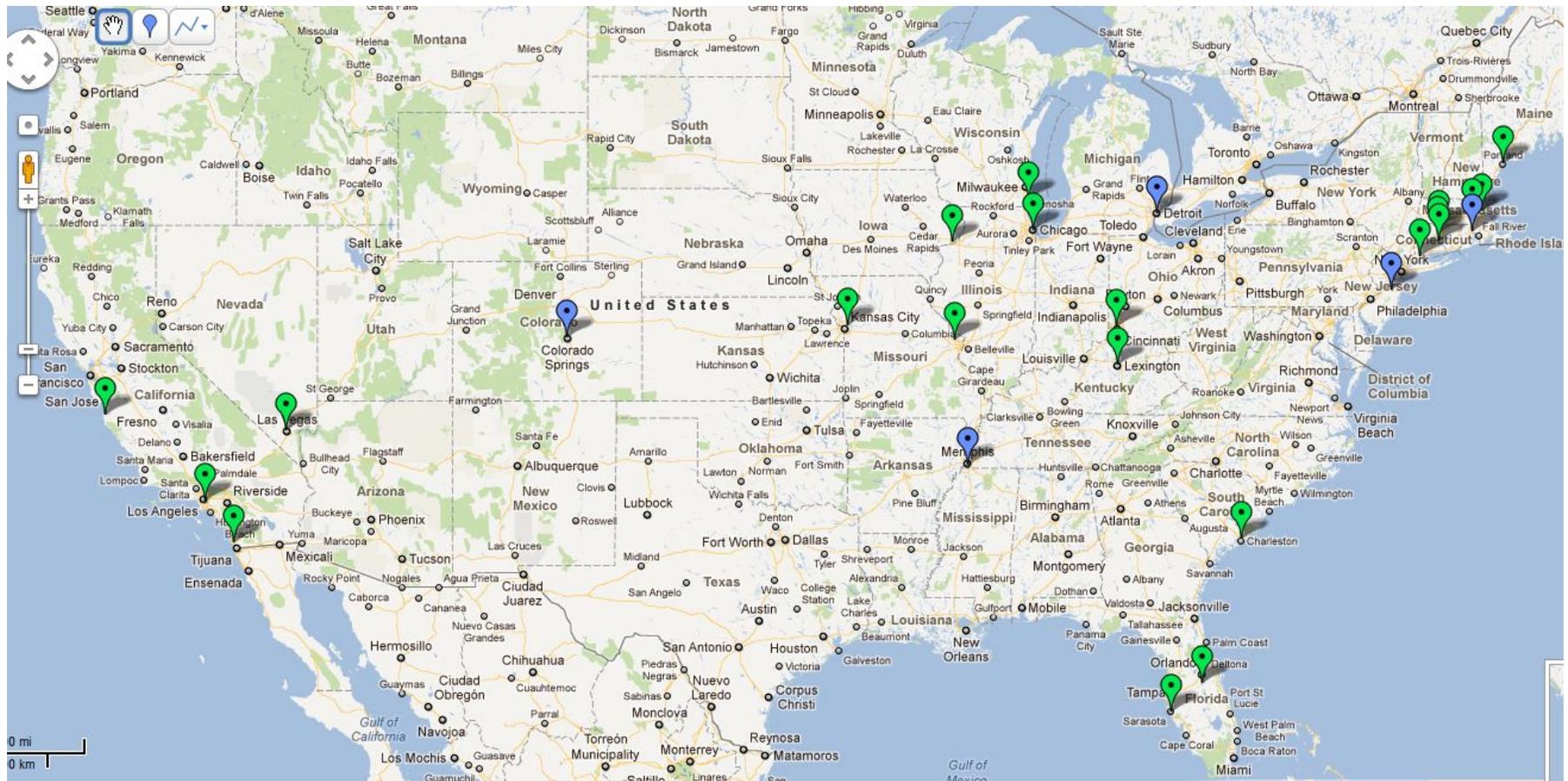
Fares

+ Diversified Base of Voluntary Local Community Support

Economic Sustainability

Efficiency through information system technology previously unavailable to local organizations and communities

Affiliate Sites



Current 24 Affiliates in 19 States

- 1995 ITN*Portland*TM Maine
- 2005 ITN*Orlando*TM Florida
- 2005 ITN*Charleston Trident*TM S. Carolina
- 2005 ITN*GreaterLA*TM California
- 2006 ITN*QuadCities*TM Iowa/Illinois
- 2007 ITN*SanDiego*TM California
- 2007 ITN*Chicago*TM Illinois
- 2007 ITN*Bluegrass*TM Kentucky
- 2007 ITN*NorthCentralCT*TM Connecticut
- 2007 ITN*CentralCT*TM Connecticut
- 2008 ITN*Sarasota*TM Florida
- 2009 ITN*StCharles*TM Missouri
- 2009 ITN*GreaterCincinnati* Ohio
- 2009 ITN*RacineCounty*TM Wisconsin
- 2009 ITN*LasVegasValley*TM Nevada
- 2009 ITN*CoastalCT*TM Connecticut
- 2010 ITN*GreaterBoston*TM Massachusetts (*MultiBranch*)
- 2010 ITN*Memphis*TM Tennessee (*PreAffiliate*)
- 2011 ITN*GreaterKansasCity*TM Kansas/Missouri
- 2011 ITN*MontereyCounty*TM California
- 2011 ITN*OceanState*TM Rhode Island (*PreAffiliate*)
- 2011 ITN*PikesPeakRegion*TM Colorado (*PreAffiliate*)
- 2012 ITN*MetroDetroit*TM Michigan (*PreAffiliate*)
- 2012 ITN*NorthJersey*TM New Jersey (*PreAffiliate*)

Rides at a Glance

All affiliates providing rides, July 2010-June 2011

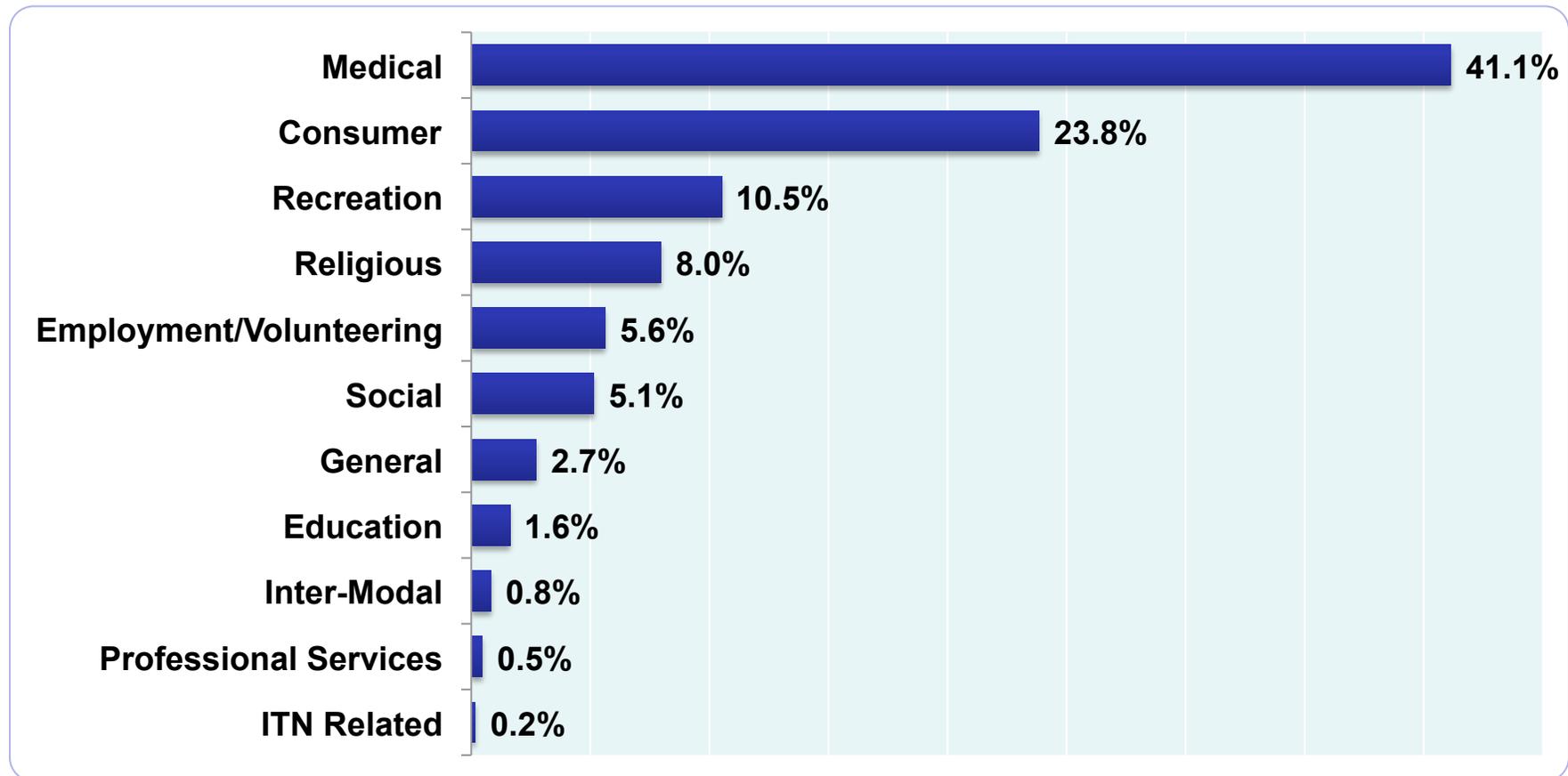
Average age of rider	79.76 years
Average length of ride*	4.97 miles
Average duration of ride*	19 minutes
Average fare*	\$10.89
Ride scheduled on the same day	5.16 %

*Based on ride segments

Rides by Purpose

All affiliates providing rides, July 2010 – June 2011

In % of N=29,606 ride segments (not including 25,160 home/return rides)



Rides by Purpose

All affiliates providing rides July 2010 – June 2011, N=29,606 ride segments
(not including 25,160 home/return rides)

Medical

- 3,965 General
- 1,910 Dialysis
- 1,036 Physical Therapy
- 930 Eye care
- 856 Dental
- 664 Adult Day Care
- 588 Lab Tests
- 374 Cardiology
- 236 Psychiatrist
- 217 Cancer Treatment
- 190 Podiatry
- 140 Audiologist
- 136 Orthopedic
- 121 Gastrointestinal
- 120 Dermatology
- 98 Internal Medicine
- 91 Radiology/X-Ray
- 89 Surgery
- 67 Neurology
- 54 Acupuncture
- 50 Chiropractor
- 43 Mammogram
- 36 Endocrinologist
- 36 Nephrology
- 30 Annual Physical
- 29 Occupational Therapy

- 20 Vision Therapy
- 18 Rheumatology
- 12 Immunizations
- 11 Bone Density
- 10 Vascular

Consumer

- 2,640 Hair
- 1,860 Grocery
- 1,126 General
- 524 Pharmacy
- 508 Banking
- 399 Mall

Employment / Volunteering

- 1,422 Paid
- 239 Volunteer

Recreation

- 1,205 Exercise
- 1,061 Dining
- 593 Gaming
- 198 Show
- 57 Museum

Social

- 506 Nursing Home Visit
- 475 Community Affairs
- 448 Visit Friends / Family
- 67 Hospital Visit
- 27 Funeral / Mem. Service

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Church / Spiritual

- 1,587 Worship
- 476 Social
- 291 Work

Education

- 292 School
- 148 Cultural
- 42 Library

General

- 651 Personal Business
- 103 Unknown
- 53 Hourly Service

Inter-Modal

- 168 Airport
- 63 Bus
- 8 Train
- 4 Ferry

Professional Services

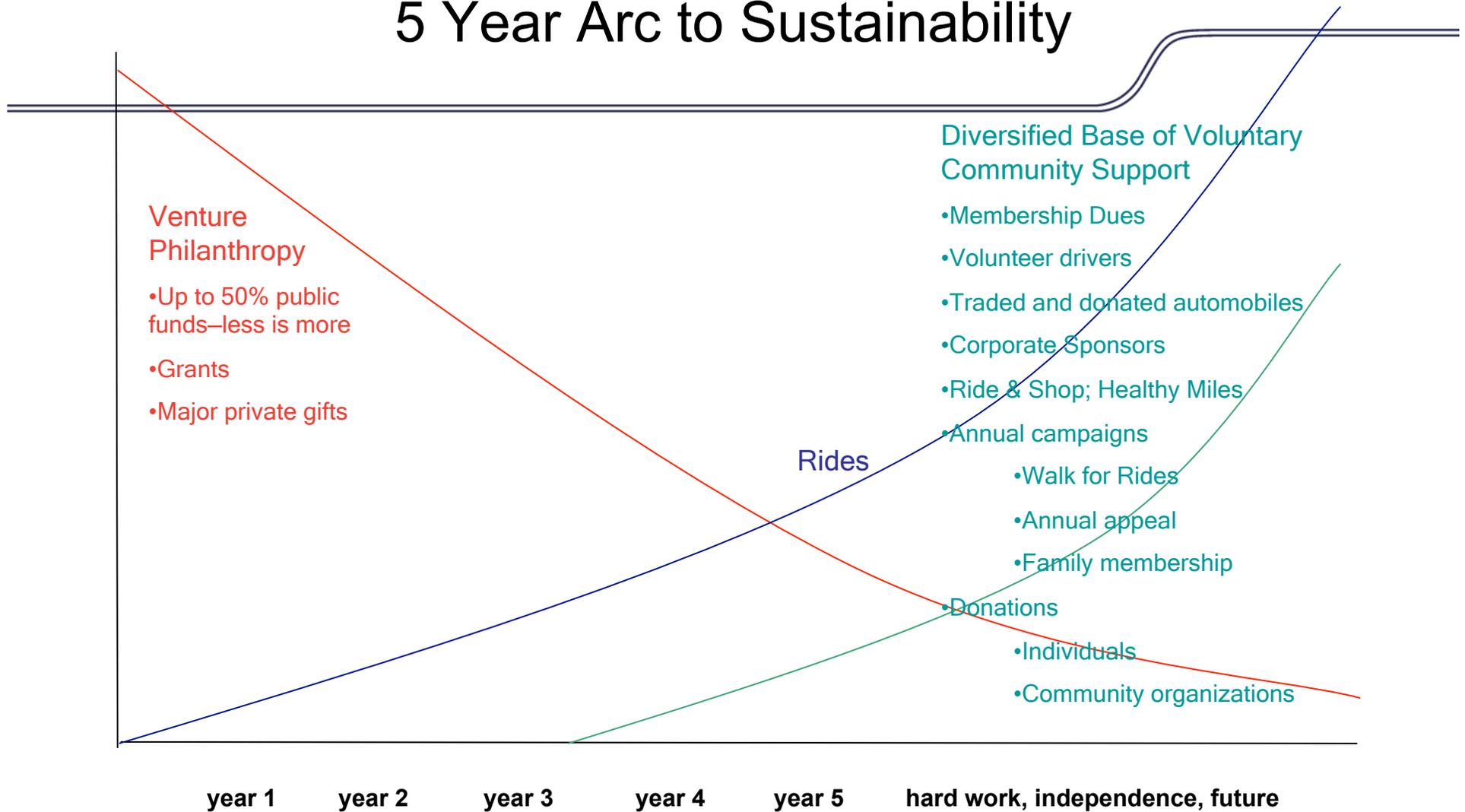
- 56 Vet
- 41 Finance
- 40 Lawyer

How Do ITN Customers use the Service?

(5 years of data, 1/04-12/08) (n=1,557 customers; 58,736 rides)

- 83% use ITN for medical needs
- 46% consumer needs (banking, general, grocery, hair, mall, pharmacy)
- 24% social needs (community affairs, funeral, nursing home/hospital visit, family/friends visit)
- 21% general purposes (hourly, personal, unknown)
- 19% recreation (dining, exercise, gaming, museum, show)
- 16% worship
- 8% inter-modal connections (airport, bus, train, ferry)
- 7% education (library, class, cultural)
- 6% employment (paid, volunteer)
- 6% professional services (finance, legal, veterinarian)

5 Year Arc to Sustainability



ITNAmerica[®] Community Outreach Programs

Turn Caring into Support and Dollars

- Individuals & Families
 - Membership
 - Gift Certificates
- Vehicles & Gifts in Kind
 - CarTrade[™]
 - Car Donation
 - Gifts in Kind
- Merchants, Health Care Providers & the Business Community
 - Ride & Shop[™]
 - Healthy Miles[™]
 - Corporate Sponsorship
- Community Organizations
 - Ride Services
 - Ride Sponsorship
- Volunteers
 - Transportation Social Security[™]
 - Road Scholarship Program[™]
- Municipalities & Government Organizations
 - Community Road Scholarship Program
- Fundraising Events & Programs
 - Walk for Rides[™]
 - Annual Appeal
 - Adult Child Membership Campaign
 - Planned Giving

ITNAmerica Circle of Support

Circle of Support



2010 ITN Customer Satisfaction Survey

(mailed to all customers nationally)

- 98% said they would recommend ITN to a friend
- 96% said their overall experience was *excellent or very good*
- 98% were *very* satisfied with the staff
- 98% were *very* satisfied the quality of service
- 48% have an annual income of less than \$25,000
- 2% found the service too expensive

Household Income of ITN Customers

- Nearly half of ITN customers* have income levels under \$25,000
- We found no statistically significant differences by income in level of customer satisfaction, including cost perception of the service.

Less than \$25,000	49%
\$25,000-\$49,999	31%
\$50,000-\$74,999	12%
\$75,000-\$99,999	5%
\$100,000 or more	4%

* Based on a sample of 565 customers who reported household income on the 2010 ITN Customer Satisfaction Survey.

An Affiliated National System

What does it mean?

- National community—linked through:
 - Technology
 - ITNRides enterprise software
 - Website
 - Portal—forum, real time numbers
 - Offsite back-ups
 - Email management
 - Brand—marketing, communications, PR, national sponsorship
 - Support for finance & HR, fundraising, customer satisfaction & QC, research, public policy
 - Annual gathering—All Affiliates Retreat, peer group calls, newsletter & national campaign support

Year 1: The Most Intensive Year

- Board development, support & training
- Hiring & training Executive Director
- Incorporation, 501c3 application
- Site and office location
- Equipment
- Grant writing and fundraising support
- New Affiliates Orientation (NAO)-4 day training in Maine, ED's and Board members, may be renewed perpetually at no additional cost
- Katherine Freund speaking engagement
- Site visit for 3 day affiliate-site soft launch & dispatch training

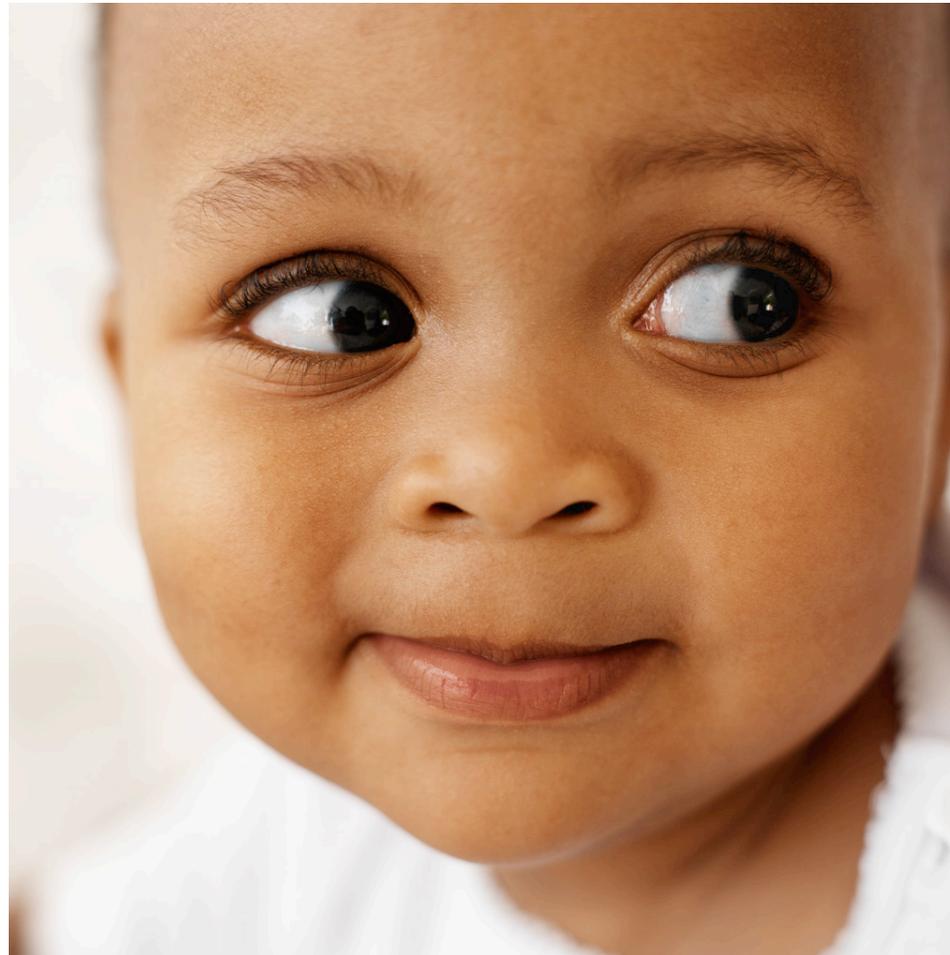
The Road to Affiliation Is ITN right for your community?

- Entrepreneurial spirit and energy
- Strong local leadership
- Community building—all three sectors
- Population base
- Population density

The Role of Public Policy

- Where ITN fits in the classic four
 - Do nothing
 - Regulate
 - Public funding
 - Remove barriers or create incentives
 - Volunteer protection
 - Reform livery laws
 - Reform car dealership laws
 - Matching grants as an incentive

The Universal Face



The Universal Face



Contact Information



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The Liberty Mutual and ITNAmerica Partnership. ITNAmerica is excited to announce our partnership with Liberty Mutual, one of the nation's leading auto, home and life insurers. As the National Insurance Partner to ITNAmerica and our affiliate communities, Liberty Mutual has embraced ITN's mission to support safe, senior mobility and developed resources for seniors and their families to make good, safe transportation decisions found at www.libertymutual.com/seniordriving.

